

DALLAS

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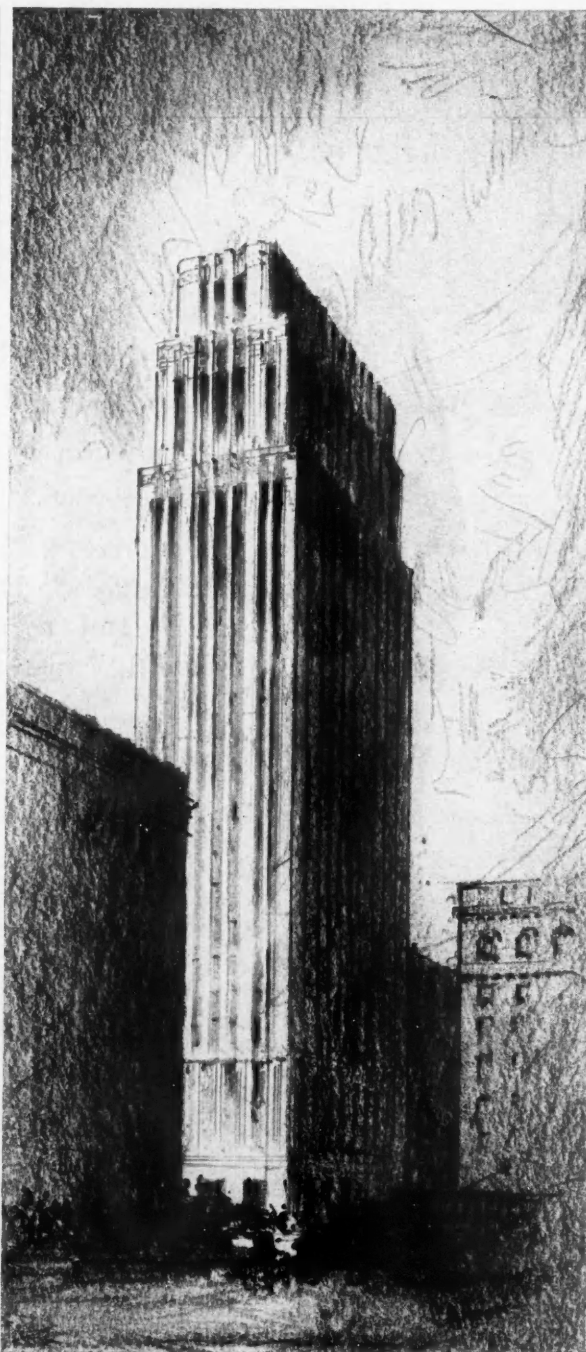
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PETROLEUM BUILDING



When Newspapers Serve Their Community Well

***The Task of All Other Community
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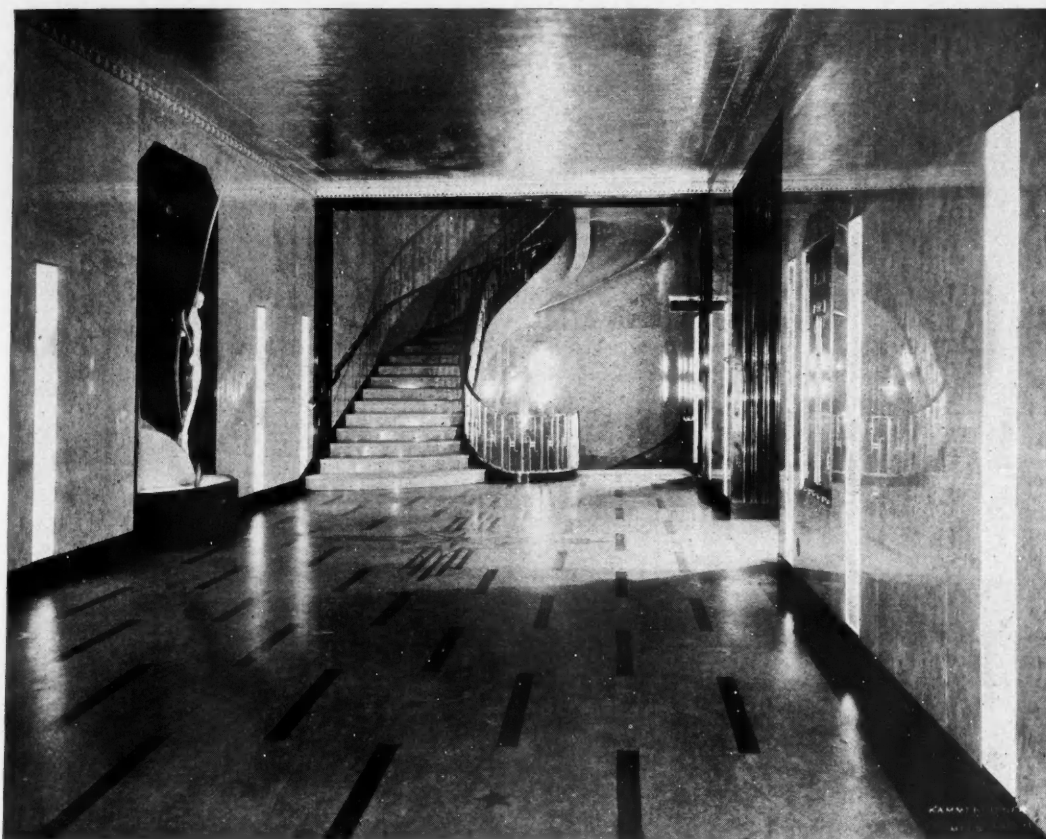
There are newspapers that have literally built their own communities; newspapers that have brought fame and prestige to their cities; newspapers whose strength has saved their people from abuse and wrong.

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The Dallas Morning News The Dallas Journal



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AND VALUE

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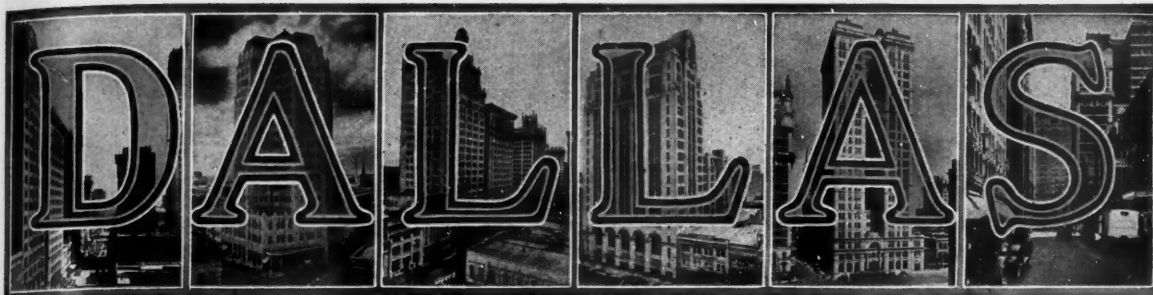
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OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 9

JUNE, 1930

Number 6

Conserving the Black Land Belt

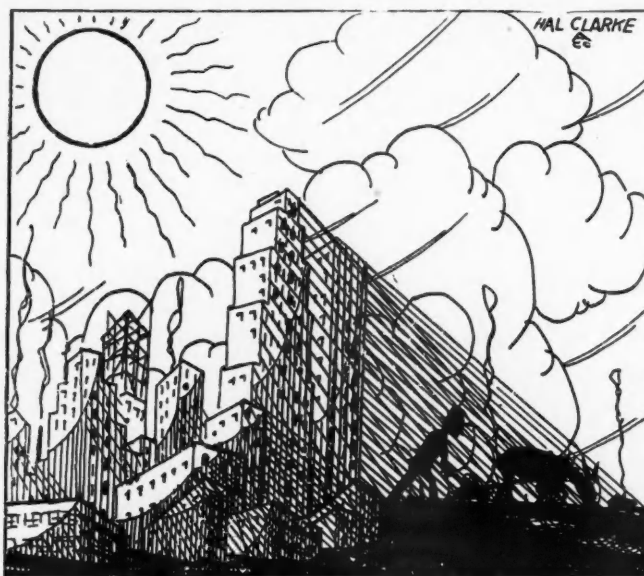
THE business interests of Dallas have been watching the steady decline of the buying power of the Texas Black Land area for some time. This is reflected in the decreased business done by Dallas distributors in this territory and is most noticeable in the business of the distributors who cater exclusively to the rural or agricultural consumers.

While this condition has not exactly assumed the proportions to be considered alarming or calculated to throw anyone into a state of panic, it, nevertheless, has engaged the serious thought of Dallas business men. A committee of the Dallas Chamber of Commerce has been appointed and given an appropriation to cope with the situation in the way that seems best to them.

This committee consists of Nathan Adams, Chairman; R. L. Thornton, John E. Owens, A. L. Ward, W. T. Davis and Frank P. Holland. J. T. Orr was chosen as manager of the new agricultural department.

After making a careful survey of the situation, the committee feels that the trouble lies in the depletion of the humus content of the black land which has resulted from continuous clean cultivation in cotton during the last several decades. They believe that no system of permanently profitable agriculture is possible without the proper complement of live-

Rural Southwest Has Not Kept Pace With Its Cities



stock production with the attendant diversifications and rotations of crops to produce feed and the restoration of the soil fertility contained in the manure produced by the livestock while on the farm.

With these thoughts in mind, the committee has employed a distinctly successful Dallas County farmer in the person of John T. Orr, to supplement the work of the other agricultural agencies in the territory and to try to make it possible through financial aid and otherwise for the good farmers of the territory to adopt the sound practices of better farm management that everyone seems to rec-

ognize as the route back to profitable production in the Black Lands.

The first definite thing to be attempted will be to foster and encourage the work of the Texas Breeder-Feeder Association. It is generally agreed that feeds can and should be economically produced in central Texas. Other parts of the state are breeding and raising a very high quality of feeder calves, pigs and lambs that are sold annually into the corn belt of the middle west to be fed out and slaughtered and returned to Texas consumers as prime Kansas City beef, pork and mutton.

This committee believes that more of this feeding should be done by Texas farmers, more of the manure of the animals spread on Texas farms and less freight paid to and from the corn belt.

To supplement the educational work of this committee, the Extension Division of Texas A. & M. College and other agencies and make their recommendations possible and practicable to put into effect, this committee will assist in providing finances for those dependable farmers who have the facilities and feed to handle some feeder stock. The local bankers of the territory will be urged to look with favor on applications for loans to buy such feeders when the applications come from farmers who have raised some

(Continued on page 18)

Extending Our Airplanes

Western Air Express has Fast Schedule from Dallas
Towards the Pacific

WESTERN Air Express began operations April 17, 1926, by inaugurating air mail service between Los Angeles and Salt Lake City, connecting at the latter city with the transcontinental air mail line.

The establishing of the service was undertaken primarily as a civic enterprise. It was recognized that the direct air mail service operated by the Post Office Department then enjoyed by San Francisco gave the banking and industrial interests of that city a distinct advantage over similar interests in Los Angeles because it placed San Francisco 24 hours closer to New York City and other eastern centers by mail.

To meet this situation, a group of Los Angeles men formed Western Air Express and established the air mail line to Salt Lake City. Since then the Los Angeles area has become the world's greatest user of air mail per 1,000 of population.

This unexpected success permitted Western Air Express to become the world's first financially successful air line and the first dividend paying air transport company in the United States.

In May, 1926, the mail planes operating from Los Angeles to Salt Lake began the carrying of passengers, one passenger on each trip. This was the first air passenger service operating daily over a regular route to be established in the United States.

In December, 1927, Western Air Express took over the air mail line between Cheyenne, Denver, Colorado Springs and Pueblo. This was developed until it became the second heaviest carrier of air mail per 1,000 population in the nation.

In May, 1928, Western Air Express established the de luxe air passenger line between Los Angeles and San Francisco. The service was designed to demonstrate that an air passenger line, de luxe in all particulars, could maintain an accurate, on-time schedule.

The equipment for this line was trimotored monoplanes providing accommodations for 12 passengers, 2 pilots and 1,000 pounds of cargo. The planes have a cruising speed of 125 miles an hour and a maximum speed of more than 140 miles an hour.

In June, 1928, Western Air Express

On the first of May, 1930, Western Air Express system afforded direct service to 34 cities in ten states as follows:

Los Angeles, Oakland (and San Francisco), Long Beach, Avalon, Catalina Island; Las Vegas, Nevada; Salt Lake City, Kingman and Holbrook, Arizona; Albuquerque, N. M.; Amarillo, Texas; Kansas City, Mo.; Wichita, Oklahoma City, Tulsa, Wichita Falls, Texas; Dallas, San Diego, El Centro, Yuma, Arizona; Phoenix, Tucson, Douglas, El Paso, Midland, and Abilene, Texas; Seattle, Portland, Cheyenne, Denver, Colorado Springs and Pueblo.

absorbed the Pacific Marine Airways which had been operating seaplanes between Wilmington (suburb of Los Angeles) and Catalina Island. Within a short time it supplemented the seaplanes with amphibians, operating from the heart of Los Angeles.

The major expansion made by W. A. E. during the year 1929 was the establishing of a daily air passenger service between Los Angeles and Kansas City, 1,439 miles. With the inauguration of this service, the company concluded traffic agreements with thirty-five railroads and with steamship companies, making possible air-rail connections to most of the great cities of the nation and travel time between Los Angeles and New York City of forty-eight hours, and by means of steamship, rail and airplane the journey can be made from Europe to Los Angeles in seven days.

In addition, W. A. E. established night air mail service from Los Angeles to Salt Lake City, while at the same time continuing its daylight service between the two cities. It doubled the service between Los Angeles, Oakland and San Francisco so that the passenger may now leave either terminal in the morning, travel to his destination, have several hours for the transaction of business and return to his home that evening. The San Francisco-Los Angeles line was also extended so as to give a daily service to Long Beach, San Diego and Agua Caliente.

In keeping with its policy of continued improvement, the company placed two giant 30-passenger monoplanes, the largest landplanes in the world, on this route in April of 1930. They are the last word in luxuriousness.

Amphibian service was established in 1928 between Los Angeles and Catalina Island, with practically an hourly schedule during the vacation season and a daily schedule the balance of the year. At the same time, W. A. E., through its affiliations, provided direct air travel from Los Angeles to Portland and Seattle, and to Denver and El Paso.

Acquisition in April, 1930, of Aero Corporation of California and Standard Airlines, operating daily service from Los Angeles via El Centro, Cal., San Diego, Phoenix, Tucson and Douglas, enabled W. A. E. to extend this line to Dallas, Texas.

A few weeks prior, two new lines were opened, from Amarillo, Texas, to Tulsa, Okla., via Oklahoma City, and from Amarillo to Dallas, via Wichita Falls, Texas. Simultaneously, Midcontinent Air Express, an affiliated line, began operations from Denver to Amarillo.

The company's growth in operations for the year 1929 may be illustrated by citing that when the year 1929 dawned airplanes operated by the company were flying 2,530 miles daily. At the close of the year the planes were covering more than 8,000 miles daily. Every hour of the day or night at least one W. A. E. airplane is in the air. Altogether airplanes operated by W. A. E., not counting its affiliated companies, flew 2,264,538 miles during the year 1929, or more than 90 times the distance around the earth at the equator, and up to May 1, 1930, its planes had traveled 4,250,000 miles without injuring a passenger.

On that date, W. A. E. and affiliated lines were flying 15,832 miles daily, or nearly one-fifth the total for the entire United States.

The report on passengers carried evidences the rapidly increasing popularity of air travel. In 1926 Western Air Express hauled 267 passengers; in 1927 the total was 408 and in 1928 it increased to 6,794. During 1929 the total exceeded 25,000, an increase of nearly 400 per

(Continued on page 18)



Getting Ready for Industry

Bridges Will Relieve Traffic Problem

FROM hitching posts to parking problems is a matter of some twenty-three years. The chugging motor car of early days found that the buggy and the carriage had commandeered the hitching post—and at that time America faced the beginning of the problem which is causing major cities to spend millions of dollars to solve.

Cities of a quarter of a century ago were not planned as they are today. The result is that today Detroit has voted one hundred million dollars to widen Woodward Avenue, its main artery. Fifteen-story buildings are being moved by the city of Detroit to make this artery feasible. At least twenty-five millions are being used by the same city to construct an outer boulevard which will circle the new residential districts recently completed. Thirty millions are being spent by the state of Michigan to continue Woodward Avenue to Pontiac, Michigan, a distance of 30 miles.

Chicago spent millions to widen Michigan Avenue and Sheridan Road; Kansas City cut through hills, widened streets and condemned property to enable it to move traffic. Every major city in the United States has been faced by the same problem—movement and parking of traffic.

Dallas is not excluded from this class. If the Trinity River Reclamation project were not under way, Dallas would be forced to spend considerable sums to widen its main arteries. The reclamation project plans call for an elaborate network of highways which will give Dallas egress and ingress to industrial and home sites and permanently settle the traffic problem of today.

This city did not wish to repeat the

Elaborate System of Streets Have Been Laid Out for Trinity River Reclaimed Area » » »

experiences of Chicago, Detroit, Kansas City, New York and San Francisco. If one considers that Detroit is spending one hundred million on Woodward Avenue, and then consider that the entire reclamation project will not cost twenty million, one realizes that the directing minds behind the reclamation project are looking ahead twenty-five years to save Dallas from vast traffic expenditures.

No one knows where the traffic situation will eventually end. Five years ago, experts thought they had the problem solved. The sudden increase of trucks for long distance hauling put a crimp in their plans and once again the experts went to work. Some of them visited Dallas and suggested that trunk roads, without intersections, be constructed leading into the city. This advice was taken by the reclamation engineers and today we find viaducts constructed, which join trunk highways that will serve as models for all future construction of this type.

Cross-sections are being designed to permit of the development of the roadways in successive stages as the needs of traffic may demand. This is believed to be the best order of development, inasmuch as it immediately gives full street service to the abutting property, and the central strip may be beautified and maintained as a parkway pending the time when it will be needed for traffic.

The streets are classified into A, B, C and D groups. Class A streets will be 126 feet wide, with a 96-foot pavement and will serve only as main trafficways. The order of construction is divided into stages. The first stage consists of four lanes for moving traffic, and two lanes for parallel parking. The second stage—which would result from the demands of traffic—would consist of six lanes for moving traffic and two lanes for parallel parking.

The final stage will consist of eight lanes for moving traffic, and two lanes for parallel parking.

Class B streets will be 106 feet wide, with 76 feet of pavement and are primarily for streets in the industrial district.

Traffic experts hail this industrial traffic exclusion feature as one of the most advanced methods of settling the congested street condition in Dallas.

Class C streets will be 80 feet wide, with a 56-foot pavement, and will be used in industrial, business districts and residential districts. The Class C street will be used as a secondary thoroughfare.

The Class D streets will be 60 feet wide, 26-foot pavement and will be used in residential districts which are not affected by main arterial traffic conditions.

A very important trafficway, the industrial boulevard, which will serve as the downtown route, will form the main thoroughfare through the reclamation district. Starting at Forest Avenue on the south, this route traverses the entire Reclamation District, crossing all of the transriver trafficways, and connects, by

(Continued on page 19)

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IMPORTANT NEWS

New Branches

New branches of sectional or national concerns established in Dallas during May bring the total for the year to 116. The list for May follows:

Continental Life Insurance Co., St. Louis, Mo.; 806 Fidelity Union Bldg.

The Dempney Company of America, Boston, Mass.; 305 Thomas Building. Apexior Protective Coating for metal surfaces. J. Dwight Bird, District Mgr.

Strand Millinery Company, New York, N. Y.; Retail Millinery, 1518 Elm St., C. Barshop, Manager.

National Shirt Shops, New York, N. Y.; Retail store, 1629 Elm St., J. W. LeBow, Manager.

Biltmore Conservation Corporation,

Los Angeles, Calif.; closed contract with city for city garbage and plan early construction of reduction plant.

Sealy Mattress Company, Houston, Texas; leased building Logan and Myrtle Streets, moved their Dallas mattress factory to new location and installing machinery and equipment for manufacture of living room furniture.

Federal Steel Sash Company, Waukesha, Wisc.; factory steel sash. Hansen & MacGruder, Construction Building, branch managers for Texas.

Westco Manufacturing Co., Des Moines, Iowa; radiator stop leak. Texas Westco Manufacturing Co., 1124 S. Fitzhugh St., H. N. Caldwell, Manager.

Fusion Welding Corporation, Chicago, Ill.; moved Southwestern head-

quarters office from Tulsa to Dallas, locating at 1412 Santa Fe Building. Will carry large stock of welding equipment, accessories and supplies in Dallas. M. P. Hare, Southwestern District Manager.

Harris Trust & Savings Bank, Chicago, Ill.; investments; 701 Marvin Building, Clark Cox, Manager.

Walgreen Company, Chicago, Ill.; retail drugs; store 1631 Elm Street.

Ditzler Color Company, Detroit, Mich., paints and colors; warehouse stock.

Wonder Window Washer Corp., New York, N. Y.; S. C. Blumenthal, 1327 Wood St., North Texas distributors.

Miller's Inc., New York, N. Y., ladies' ready-to-wear; 1516 Elm St.

American Roof Truss Co., Chicago, Ill., building materials; 1510 Santa Fe Building, Mark D. Taylor, District Manager.

Campbell-Ewald Company, Detroit, Mich., advertising agency; Southwestern district office, Republic Bank Bldg.; W. H. Birchfield, Manager.

Solidoyl Company, Kansas City, Mo.; lubricating oils and greases; distributing branch, 1301-3 Camp St., W. E. Ellington, Manager.

Curt W. Beck has been appointed manager of the Majestic Theater.

Dr. H. B. Fleming has accepted a call to the pastorate of the First Methodist Episcopal Church.

Robert F. Ricks has been appointed sales manager of the Chevrolet Motor Company, Dallas.

The Baylor Alumni Association has elected as its next year's president Earl B. Smyth.

S. M. Hill has been elected president of the Texas Golf Association.

George F. Weiland has been elected president for the coming year of the Texas Funeral Directors' and Embalmers' Association.

Dr. Umphrey Lee, pastor of the Highland Park Methodist Church, has been elected president of the Dallas Civic Federation.

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS				BANK DEBITS			
	1929	1930		1929	1930		
January	\$265,365,726.24	\$207,852,872.08		\$287,306,000	\$249,792,000		
February	220,677,360.88	177,426,932.40		235,300,000	210,891,000		
March	243,485,065.89	190,336,357.97		271,141,000	280,475,000		
April	228,307,179.67	173,552,526.66		248,497,000	237,646,000		
May	216,624,833.08	169,373,159.89		233,971,000	204,548,000		
June	195,818,474.36			217,138,000			
July	216,056,756.41			223,645,000			
August	220,008,508.00			237,562,000			
September	261,650,607.88			267,390,000			
October	305,794,072.78			334,837,000			
November	242,138,337.39			283,386,000			
December	265,860,631.04			293,643,000			
Total	\$2,881,787,579.62			\$3,133,816,000			
BUILDING PERMITS				POSTAL RECEIPTS			
	1929	1930		1929	1930		
January	\$ 880,453	\$ 535,830		\$ 328,109.57	\$ 329,647.47		
February	467,022	589,012		326,162.35	327,262.42		
March	1,708,728	795,645		357,601.65	327,534.36		
April	1,294,212	1,034,935		325,033.60	334,307.28		
May	550,880	569,997		345,126.00	322,891.54		
June	469,350			295,462.39			
July	416,940			298,382.42			
August	501,331			325,046.00			
September	768,992			346,611.40			
October	1,651,175			392,430.17			
November	531,217			355,921.10			
December	532,714			429,275.32			
Total (Dallas proper)	\$15,157,796			\$4,025,062.35			
GAS METERS				TELEPHONES			
	1929	1930		1929	1930		
January	66,401	66,909		68,752	69,340		
February	66,480	67,048		68,752	69,390		
March	66,520	67,099		68,902	69,440		
April	66,601	67,041		68,962	69,492		
May	66,652	67,090		69,021	69,536		
June	66,681			69,048			
July	66,711			69,113			
August	66,764			69,180			
September	66,802			69,230			
October	66,831			69,264			
November	66,851			69,294			
December	66,880			69,301			

*Includes Public Utility Construction.

W S a G R O W I N G C I T Y »

July Conventions

July 1-14: Coaching School, Southern Methodist University.

July 3-4: Amateur Athletic Union, National Women's Outdoor Track and Field Meet.

July 4: Amateur Athletic Union, National Four Wall Junior Handball Tournament.

July 6-Aug. 30: Reserve Officers' Training Camp.

July 14-17: Texas Council, International Society of Master Painters and Decorators.

July 15-20: 88th Observation Squadron Training Course.

July 21-22: Texas Association of Master Barbers.

July 28-Aug. 16—Fall Buying Season, Dallas Wholesale Merchants Assn.

Conventions in July

Edison Distributing Company, Sales Conference.

Texas State Checker Association.

Artophone Corporation, Philco Radio Distributors, Sales Conference.

Texas Employers Insurance Association and Employers Casualty Co., general meeting.

Massey-Harris Company.

Staley Sales Corporation.

Vacuum Oil Company, Sales Conference.

Texas-Louisiana Tariff Bureau.

...

New Members

The following new budget subscribers have been added to the Chamber of Commerce:

Coombs, Inc., Main and Murphy Streets, clothing and shoes retail.

Temple Mfg. Co., manufacturers of boxes, crates and veneer. P. O. box No. 1001.

The following new members have been added:

William Hawley Atwell, Federal Bldg.
Braden's Home Aid Bake Shop, 6336 Gaston Avenue.

Dallas Compound Co., Inc., 1814 Carter Street.

International Automobile Protection, Lt., Wilson Building.

Industrial Underwriters, Inc., Republic Bank Building.

John R. Jones, 2505 Reagan Street.

Republic Barber and Beauty Shoppe, Republic Bank Building.

Continental National Life Insurance Co., Fidelity Union Building.

Texlite Electric Sign Co., Inc., 4112 Commerce Street.

United National Association of Post Office Clerks, P. O. Box 55.

Crystal Carbonic Laboratory, 2407 Alamo Street.

Furneaux Brothers, North Texas Bldg.

L. N. Hays Co., Slaughter Building.

H. L. Lynch, Inc., Super Service Station, 600 Elm Street.

International Airways Corp., Athletic Club Building.

T. P. C. Freight Lines, 1209 Ross Avenue.

Solidoyl Co. of Missouri, 1301 Camp Street.

Acme Window Cleaning Co., Fidelity Union Building.

W. S. Crawford, 4123 Avondale, contractor.

B. & B. Cafe, 105 South Akard.

Freeman's Pharmacy, 501 S. Ervay.

Dallas Man Invents Yard Incinerator

S. P. Clark has announced an arrangement with the Atlas Metal Company for the manufacture of a new design yard incinerator. Mr. Clark has designed the incinerator from five years of experience in handling this item for the Texas trade. He is planning national distribution.

The incinerator is a popular priced item, made of 18-gauge steel, with removable grates and perforated flue.

...

Civilians of Dallas have elected Clinton S. Bailey as their president.

...

Dallas has been selected as headquarters for the department of Texas of the United Spanish War Veterans.

...

The Associated Gas and Electric System has purchased the Southern Ice and Utilities of Dallas, with G. C. Hyde as general manager in charge here.

...

John R. Noble has been selected manager of the Dallas Fire Brick Company.

INDUSTRIAL SUMMARY

for MAY, 1930

New Concerns

	April	Previously Reported	Total for Year
New Manufacturing Plants	6	39	45
Wholesale and Distributing	16	83	99
Retail	15	62	77
Miscellaneous	13	108	121
	50	292	342
Branches of Sectional or National Concerns	17	99	116
Estimated Number of Employees,			
All New Concerns	315	1,734	2,049
Estimated Annual Payroll	\$567,000	\$3,135,000	\$3,702,000

A West Texas Okeh

Abilene Newspaper Finds Much to Commend in Career of Homer D. Wade

THE following sketch of the life of Homer D. Wade, vice president and general manager of the Dallas Chamber of Commerce, appeared in a recent special edition of the Abilene News:

West Texas knows Homer D. Wade so well that it might be good journalism to tell, first, of his background and beginnings. He started his public career 35 years ago as a teacher in a rural school of Milam County. He was not such a terrible success there, although, being big and courageous, he handled the larger boys well and made his school a model of discipline.

The newspaper business saw him next. As a beginning he organized the Rockdale Reporter, still a flourishing paper. Then, with the benefit of some training, he went to Waco as city editor of the Herald. It was there, Waco, that he began to show a talent for organization, starting with the creation, under his direction, of the Young Men's Business League. In 1906 the organization was merged with a senior body, becoming known as the Waco Business Men's Club. Wade was made secretary.

It was in 1908 that Wade entered the arena of West Texas, as secretary of the Stamford Commercial Club, one of the first commercial and civic organizations of the territory. And one of the best. While at Stamford he organized the Texas Good Roads Association, the first body to go to work on an all-state, unified system of highways. The work of that organization had a lot to do with the creation of the state highway commission in 1917.

Wade's eyes were fastened beyond his home town. He believed in the cooperative pull, and was active in the organization of the Central West Texas Commercial Association, serving as its secretary and administrative officer. Out of it, at least in part, came the West Texas Chamber of Commerce, and Wade's accession to the management of the great regional body in 1926 was a repetition of his public history.

After seven years with the Stamford chamber, Wade became associated with the Swenson interests—ranching, farming, town developers, banking and sul-

phur. He had the specific duty of encouraging an appropriation from congress for the deepening of the mouth of the Brazos River.

Wade was too busy with his water job to have more than a casual part in the organization of the West Texas Chamber of Commerce the same year; but he was soon drafted for service by its manager, Porter A. Whaley. In 1919 he was made assistant manager, chiefly because of the impending battle to get a technological college for West Texas, and his experience and organizing talent were needed. As legislative representative of the organization he had the key place in the winning of the institution now at Lubbock, Texas Technological College. Senator Walter C. Woodward of Coleman recently told a delegation of Dallas business men that of all Texans working with the Legislature, none stood higher or was more helpful in working out the problems confronting the body. That was because he always was disinterested, looking for nothing for himself.

During the same period, too, Wade helped put over the statewide conservation program. He organized the Texas Conservation Association and became its secretary.

In 1926 Whaley resigned the management of the West Texas chamber to become manager of the San Antonio Chamber of Commerce. Wade was unanimously named by the board of directors of the West Texas Chamber of Commerce as Whaley's successor. He served until July 15, last year. At that time the directors of the Dallas Chamber of Commerce were looking for a man of statewide attainments and understanding, an organizer, a man familiar with West Texas which Dallas claimed as a part of its trade territory—and the place was offered to Wade, entirely unsolicited on his part. He accepted.

Wade has already done many things at Dallas. Outstanding among his accomplishments have been the designation of the trans-continental air mail route, soon to be let on contract; selection of Dallas as temporary headquarters of the National Cotton Cooperative Association; removal of a large army hangar from Arkansas to Dallas; selection of the Dallas area for the new federal neuro-psy-

chiatric hospital; and a multitude of lesser projects. He was instrumental in organizing the President's Special, a recent business tour of West Texas by 20 of Dallas' most influential business men.

In Wade's long service to West Texas, four accomplishments stand out: his battle to protect the region's water rights; his leadership in a brilliantly successful campaign to safeguard Texas land titles; the building up of educational institutions in West Texas; and close personal contact with thousands of key citizens from one end of the vast territory to the other. Wade showed himself an indefatigable traveler, with an enormous capacity for work. Indeed, toward the end of his connection with the West Texas Chamber of Commerce it was no secret that he was squandering his health to serve the public.

Big things are predicted for Homer D. Wade in his present billet as commercial and civic director in North Texas' largest city. The Dallas chamber is well organized and abundantly financed, and Wade has a free hand in organizing and pioneering, a class of work which he especially loves.

■ ■ ■

Texas has thirteen legal holidays. Two of them—Texas Independence March 2, and San Jacinto April 21—are peculiar to the state.

■ ■

Texas produces one-third of the cottonseed products in the United States and contributes 45 per cent of exports in those commodities.

■ ■

Texas with 174 leads all the states in cotton seed oil mills. Georgia with 54 is second. Texas has almost one-third of the 538 such plants in the United States.

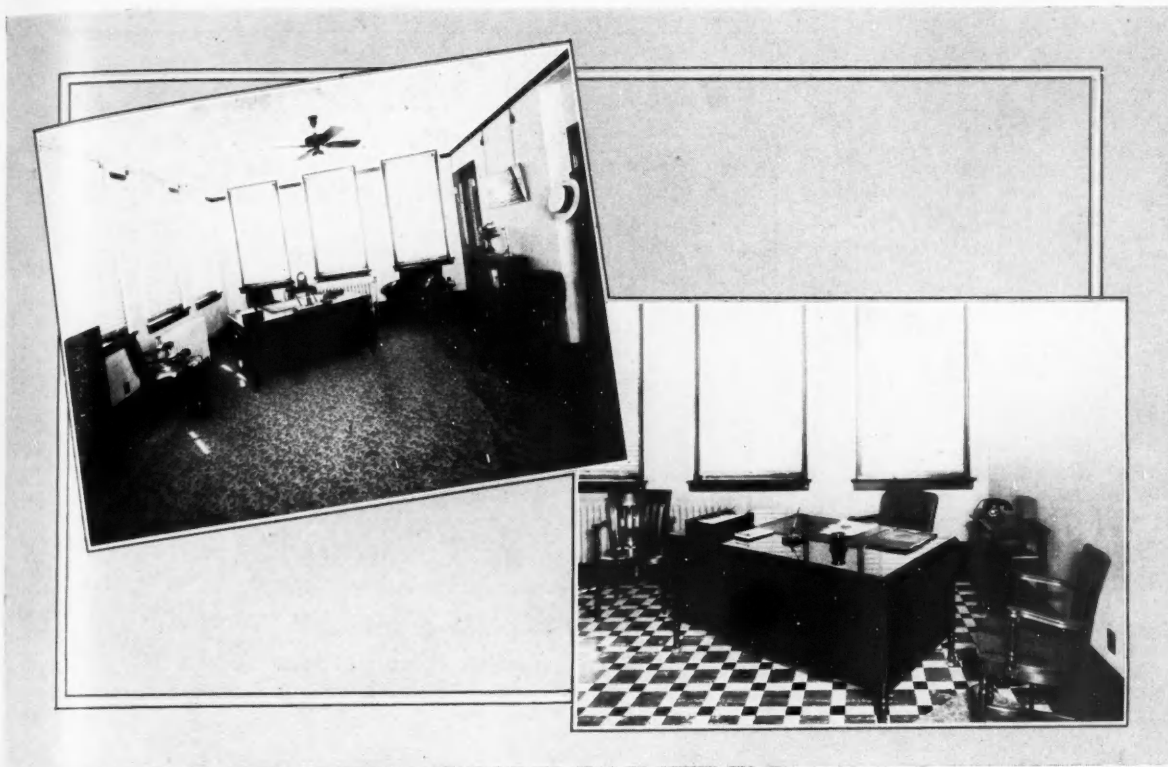
■ ■

Texas maintains five fish hatcheries with two more now provided for. In Texas the United States maintains one hatchery and one private hatchery is located at Medina Lake.

■ ■

The fur crop of Texas last year was valued at \$3,000,000. About \$2,000,000 of it contributed over \$50,000 in taxes to the state, only pelts of certain of the fur-bearing animals being subject to tax.

VISITS TO BUSINESS LEADERS



Left—Private office of Mr. J. B. O'Hara,
Vice-Pres. and Gen. Mgr., Dr. Pepper Co.

Right—Private office of Mr. W. S. Kilborn,
Secretary and Treasurer, Dr. Pepper Co.

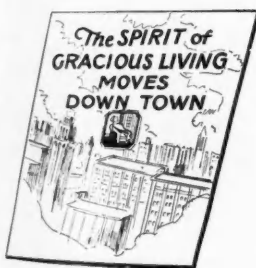
Printers
Lithographers
Stationers
Office Outfitters

Successful and growing businesses, as evidenced by this recent installation for the Dr. Pepper Company, appreciate more fully every day the prestige building value and the satisfaction of authentically styled office furnishings by Leopold.

EXCLUSIVELY REPRESENTED IN DALLAS BY

CLARKE & COURTS
1506 YOUNG ST. DALLAS
EVERYTHING
2-4164
FOR YOUR OFFICE

THE HALLMARK OF BETTER BUSINESS HOMES





Dallas

Official Organ of the Chamber of Commerce
Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 9 JUNE, 1930 Number 6

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SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

EDITORIALS

"Quit Singing the Blues"

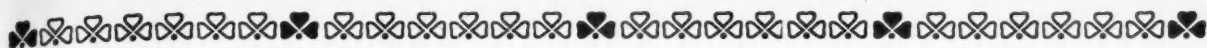
(To the tune of Maine "Stein Song")

Let's sing-a song of hap-pi-ness
Shout till the raf-ters ring
Sing-a song of pros-per-ity
Let every loyal mem-ber sing
Smile—believe that times are good
And we'll make bad days—good days
Hap-pi-ness is all that mat-ters
So keep it in your heart al-ways

Here's a toast—to the world
Getting better and better in every way
Here's a Thanks—to our God
For giving us happiness every day
For our homes—and our work
And all the good things that we have in store
For our State—and our Land
May we prosper as ever before

We're the men of in-dus-try
Thir-ty thousand strong
We can build our pros-per-ity
By cheering up when things go wrong
Pas-sing clouds conceal the sun
But storms bring rain-bow hues
Show'rs are blessings good for everyone
So "Quit a-singing 'bout the blues".

—Theme song of recent Convention
of National Association of
credit men in Dallas.



Dependable Power Serves Dallas Commercial and Industrial Enterprises

Dallas manufacturers find electric power economical and dependable.

This company fully realizes its responsibility to the manufacturer and the merchant. It has provided an underground network system of light and power lines to serve the downtown area. This system is modern in every particular.

The underground network is guarded continuously by automatic devices which switch the load from one line to another in a fraction of a second if trouble develops.

Line failures are minimized by location of cables below the street level — safe from storms and other interrupting forces.

(In 1929 there were six
cable failures on the
underground network
system with a total
loss of service of less
than one second.)

Dallas Power & Light Company

Interurban Building



"Texans! Let's Talk Texas"

A Catch Phrase Becomes a State-wide Slogan

By BEEMAN FISHER

THE more we understand a thing the more our interest and appreciation either increases or decreases . . . depending upon its appeal to us.

Things must be talked about and written about in order to be understood . . . Advertising is an effort to increase the appreciation of our products in the minds of the public.

The "Texans! Let's Talk Texas" program of advertising of the Texas Power & Light Company has as its purpose the stimulation of development of Texas resources.

As Texans come to know more about the opportunities existing in their community, particular section of the state, and throughout the whole state of Texas, the active capitalization of these opportunities will be more rapid . . . and along sound and balanced lines.

Concrete evidence comes to us almost daily that our advertising through the press and over the radio is having its desired effect. Letters bring us words of commendation from people in every walk of life both inside and outside the state. Requests for further information along certain specific lines indicate that we engage the active interest of a great audience.

I would hesitate to say just how much the actual subject contributes to the success or failure of advertising. . . . I do know that having the state of Texas as a subject is a master inspiration. There is surely no dearth of material facts upon which to construct appeals to practically every human desire.

It was our idea in the beginning to sell Texas to Texans and get them start-

This is number Ten of a series of articles featuring advertising furnished by members of The Dallas Advertising League. This month Beeman Fisher, Publicity Director of the Texas Power & Light Co., tells how his company is stimulating development of Texas resources by their advertising programme "Texans! Let's Talk Texas"

ed selling it to each other and thus, by the process of induction, cause the selling to extend beyond the borders of the state and even make believers of Californians.

As we have gone forward with this work we have become more and more impressed with the colossal proportions of the Texas of tomorrow. It staggers the imagination when your vision attempts to encompass the amazing possibilities of this state.

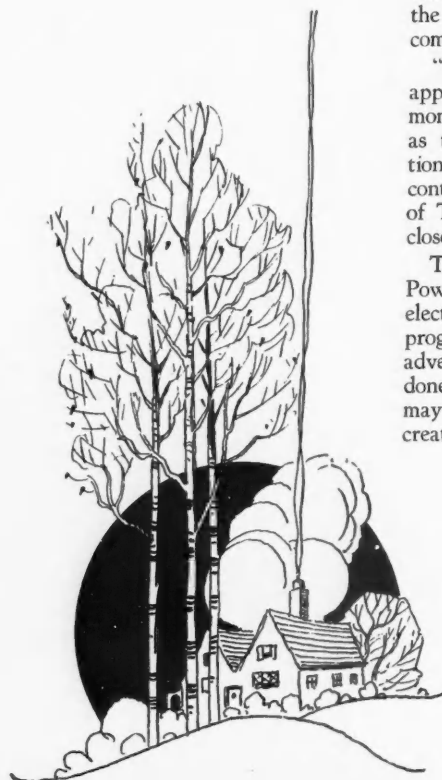
And now with the increased power of the radio station over which we broadcast each Sunday evening, our facts about Texas can be heard over a large part of the United States.

Inquiries are coming in from surprisingly distant points requesting information about certain sections of Texas and their adaptability to certain specific pursuits.

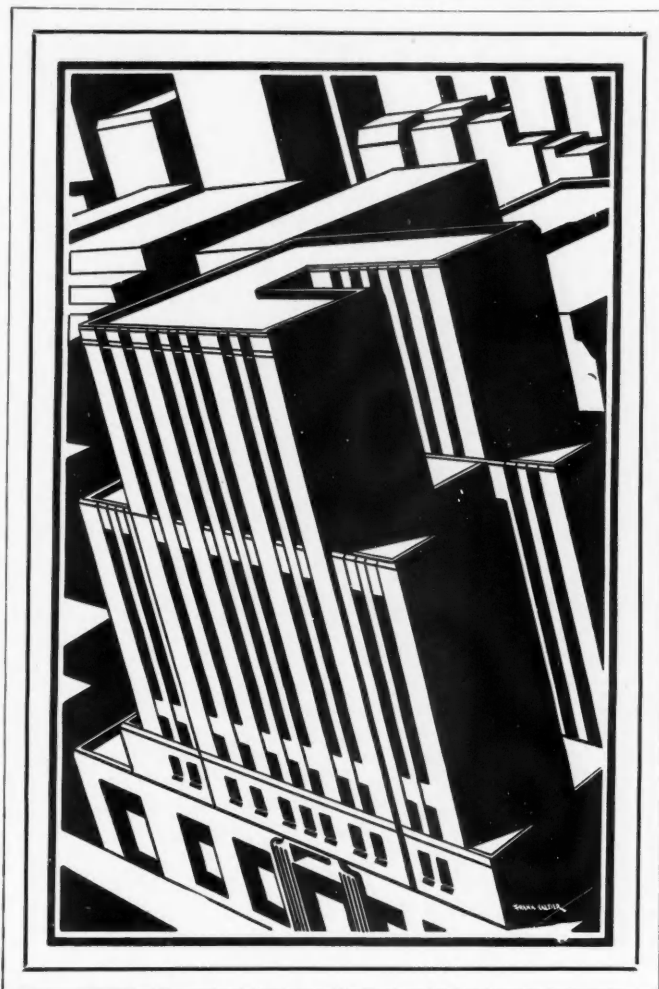
Advertising is an intensely interesting work, and when you can actually feel the tug and tow of definite results it becomes the greatest game in the world.

"Texans! Let's Talk Texas!" has more appeal to us today than it had eighteen months ago when we first instituted it as the theme song of all our institutional advertising. We hope that it may continue to catch and hold the interest of Texans and cause them to look more closely at the front yard opportunities.

The primary purpose of the Texas Power & Light Company is to furnish electric power to a growing group of progressive Texas cities and towns. Its advertising of Texas opportunities is done in order that these communities may have a more active growth, thus creating more business for our company.



20th Sparkling Birthday



When you fly over town next fall, curving at a 45 degree bank, this is what you will see looming up at Harwood and Jackson . . . the new Dallas Gas Building. Mr. Frank Calder made the modernistic drawing of this sleek white structure which will be headquarters for the largest retail gas business in the south or southwest.

IT was 20 years ago this spring when the Dallas skyline took on its famous sparkle. Natural gas came to town April 29, 1910. To celebrate the occasion, we have joined the "Own Your Home" Club, and you can see us any day scooping out foundations for a nine-storied house of our own.

Among other things, we plan to cool the place in summer with Dallas gas.

It will run the year around with this rich and inexpensive fuel that has given Dallas its remarkable economic advantage in industry . . . for Heat, for Cold, for Manufacturing.

The Dallas Gas Company

Obtaining Gas from

The Lone Star Gas Company

Producers and Transporters of Natural Gas

JUNE 1930

Page Fifteen

National Magazine Finds Big News In the Southwest

THEN the mustang, now the airplane; then cattle barons, now oil kings; then vivid cow towns with false fronts, now skyscrapers, whose illuminated towers guide the aviator home at night.

Oil, the magician, has more than doubled the current wealth of the Southwest. Now its cities are looking far into the future, to the day when the oil is gone. Something must take place; obviously, that something is manufacture. All, especially Dallas, Tulsa, Houston, and Oklahoma City, are hotly engaged in the "battle of the smokestacks." Houston has laid out the banks of her channel in factory sites. Dallas is filling in a course of the river for the same purpose.

They all offer—in natural gas, oil, bituminous coal, and powdered lignite—abundant and cheap fuel. They have climate, water, and a large and growing population to supply markets and labor. Tulsa makes chandeliers and airplanes; Oklahoma City, stoves. A combination of sand and natural gas has brought glass factories producing fruit jars, lamp chimneys, common tumblers, and the like, to Sand Springs and other towns near Tulsa; Dallas is about to grasp the same opportunity. In this land of the abundant raw material, cotton manufacture seems obvious.

Fort Worth, with its stockyards, packing houses, and grain elevators, is outlet for the wheat and cattle of western Texas. So cattlemen in half-boots and ten-gallon hats sprinkle all the crowds, and the ways of the city are hospitable, valiant, and sudden. Expressing this spirit, she is the most important aviation center between Tulsa and San Antonio. Oil operators with urgent business are hopping daily from Fort Worth to Mexico City. Leave after an early breakfast—lunch at Tampico—take another plane—dine in the Capital of the Aztecs . . . Mind, when you think of the Southwest, you must regard the airplane, not as a possibility, but as a permanence. Magnificent distances and the traveling habit of the people created the demand. A flat, fogless country with an open climate brought the fulfillment.

Imagine a towered-and-skyscraper city which is also Spanish, and you have external San Antonio. The main streets curve agreeably on the whimsical lines of the old Mexican town. Though the buildings rise twenty or thirty stories, you do not at first perceive it because the sidewalks are ceiled with awnings and marquees against a hot but misty sun. Through the heart of the city winds a little river. Over it hang vivid balconies, and tropical verdure gardens its banks. Every night, as for a century past, outdoor restaurants, the food cooked by charcoal stove beside the tables, sprinkle its plaza with gayety and color. Of aristocratically cosmopolitan origin, San Antonio wears on its very sleeve a tolerant air.

In soul, it reminds me of the older San Francisco. San Antonio also prospers with a dowry of oil.

Houston, lying in the lowlands of the Gulf of Mexico shore, has for a fact the southern air. Even northerners transplanted to that clime acquire in a few years a pleasant, soft, drawling accent and an easy formality of manner. For Sam Houston's men, having won the battle of San Jacinto just down the creek, were the first American settlers, and Johnny Rebs, drifting west to recoup their fortunes, built it into a metropolis. It stands a miracle of American energy. When the Old Spindletop well and its thousand derick companions began to spout oil, Houston visioned a harbor in rivalry to Galveston.

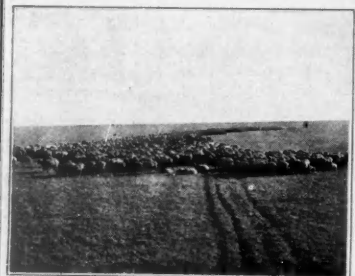
The idea of a harbor once conceived the Houstonians



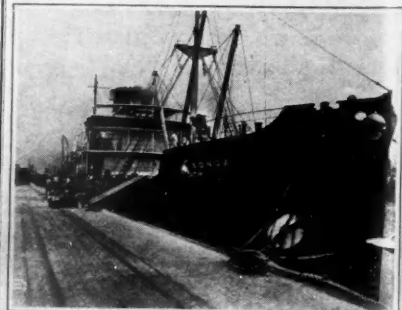
In 1925 the Southwest produced 95,128,000 bushels of Corn with a value of \$94,724,000. Next to cotton corn is the most important agricultural crop in the Southwest. A typical field of corn is shown in the photograph above.



Tropical vegetation is not the exclusive possession of California and Florida. Both Texas and Louisiana have a share and the Texas orange and grape fruit is just as sweet. Above is shown the historic Alamo at San Antonio.



San Angelo is busy now for this is the height of the wool shipping season. Above are pictured a few of the more than three million woolly citizens of the Lone Star State. The total sheep population of the Southwest in 1925 was 3,512,000.



A freighter from old Castile moored at a Houston wharf with fifty miles of Texas plains between it and the sea.



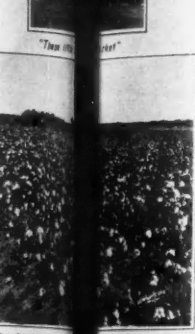
The Southwest sheep with all of production last year. Here is part of the sheep export cargo in a Galveston warehouse.



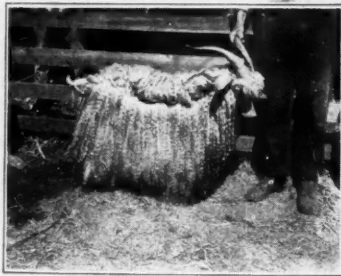
Show this to the Mexicans and they don't give you a second thought. This year 1925 the Southwest produced 95,128,000 bushels of Corn with a value of \$94,724,000.



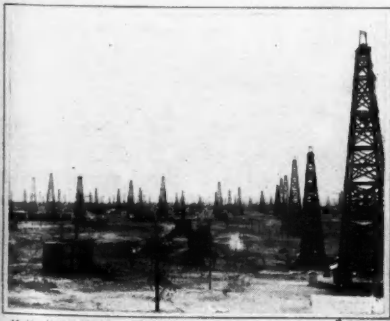
Texas alone produces half of the Onions grown in the United States. In 1925 the Southwest produced 3,187,000 bushels of the fragrant Bermuda Beauties valued at \$4,526,000. Above is shown a field of onions in the Rio Grand Valley waiting to be gathered.



A Corsicana gusher going over the top in its hurry to increase the torrent of flowing gold which has brought untold wealth to every state of the imperial Southwest.



This is the "Mohair" goat. He originally came from Angora and the name stuck. He and his brothers and sisters in Texas in 1925 produced 8618,000 pounds of mohair valued at approximately \$5,100,000 — fifty percent of the nation's total.



If the United States produced petroleum only in Texas or Oklahoma it would still lead the world.

being Texans, just had to carry it through. Between banks melancholy with streamers of Spanish moss, freighters and tankers now creep in procession to docks in the city suburbs.

In 1901, oil was discovered near Beaumont, on the Gulf coast. American fashion, a boom started. Men stood before one-story hotels auctioning oil rights at ten thousand dollars a throw. American fashion, the boom collapsed. But all over the region, adventurous wildcaters and experienced operators from the earlier California fields continued to prove that the oil was there. And the automobile was coming on. The first impulse to a stable business came with sensational discoveries in the old Indian country of northeastern Oklahoma. Tulsa, then a primitive and engaging cow town, lay central to these fields and on the route to the coming pipe lines. She tagged herself "oil capital of the world" and set out to live up to the title. Perhaps she has succeeded, for while this business has centers in all the important Southwestern cities, Tulsa holds interests extending far beyond the Southwest.

Great companies depend, not upon hunches but upon these men — and sometimes women — of science. The new, startling Oklahoma City field is a case in point.

Scientific detective work seemed to prove that oil underlay Oklahoma City. A deep exploratory well, bored at a point only two miles from the state capital, yielded a scanty forty barrels a day. But it was excellent oil — high gravity and with a paraffin base. That, apparently, marked the edge of a pool. One of the great companies began drilling a suburban pasture some six miles to the other side of the capitol. In December, 1928, it struck a titanic gusher. Mast-like derricks now give the suburban landscape the appearance of a world harbor. Black drops of crude oil are

spraying the municipal golf links. Probably the capitol itself rests on an oilfield.

Five years ago, Amarillo was still a cow town, small, wooden, attractively provincial. Now Amarillo claims forty thousand people, zoning plan, skyscrapers, specialty shops; for suddenly farms have blanketed this area and are spilling over onto the high plains to southward. "In our neck of the woods," boasted an Amarillo man who had flown over to Fort Worth for the afternoon, "we have the only farmers who aren't yelling for relief."

When Texas formed herself into a state, she spotted the plains with sections of land reserved for support of her university. Now, university lands all over the state are producing oil, notably in the sensational Winkler field. At last accounts, it had accumulated from its oil rights an endowment of twelve million dollars. An alumnus who is also an oil man tells me that this pile may in the end reach as high as two hundred millions. Half the sum would make Yale and Harvard seem poor.

Oklahoma has immense beds of bituminous coal. Texas has a wealth of lignite. When the petroleum runs thin, the Southwest will have, not only enormously valuable plants and equipment, but half a century of experience and tradition in manufacture and marketing.

The skyscrapers, modern hotels, Gulf resorts, luxurious country estates, wide suburban districts with their comfortable and ample houses, bank buildings with their marble corridors and mural decorations; the flying fields, public buildings, high schools—these are monuments not only to oil, but to Southwestern men who, finding themselves suddenly possessed of wealth beyond the dreams of avarice, elected to spend and invest in the home town instead of in Park Avenue and Wall Street—*American Magazine*.

Father: "Come, Tommy, even if you have hurt yourself a bit, you shouldn't cry."

Tommy: "What's — cryin' — for then?"—*Literary Digest*.

Mary Lee: "Bill is an awful pest—he never seems to know when to stop."

Mary Lou: "That's strange, I was out riding with him last night and he found a dandy place."

She was only a drill sergeant's daughter, but she knew when to call a halt.

"Well, dearies, I was elected."

"Honestly?"

"What difference does that make?"

TO THE VOTERS
OF DALLAS:

I shall be a candidate at the Democratic primaries this summer for reelection to the House of Representatives at Austin as a member from Dallas County, Place Number One.



I am at present serving my second term. I ask for a third term with the hope that I can be of service to my City and County, and with the knowledge that I can be immeasurably more effective during the next session than I have been in the past. This effectiveness will not be caused by any greater diligence than has been displayed by me during the last two sessions but by my experience and by the fact that length of service counts so heavily insofar as service on the committees are concerned, and that is where the most important work of the Legislature is done. Also my friendship with the other members and their confidence in me will inure to the benefit of Dallas. My two opponents are estimable gentlemen, but they are wholly without legislative experience, and this deficiency on their part precludes them from serving Dallas as effectively as I can.

My record in the House Journals of the Fortieth and Forty-First sessions is open to the public. For those who are not acquainted with it or me, I add briefly that I have lived in Dallas thirty years and am a graduate of its public schools and the University of Texas. I have been practicing law for eight years, handling nothing but civil business. My cast of mind can best be described as mildly conservative. I am in favor of economy in government, but I think we should continue to adequately finance a program of good roads, good schools and properly support and equip our eleemosynary institutions. I am also in favor of an adequate number of courts and a quicker procedure therein.

In my opinion the present system of State taxation is a disgrace and should be revised. However, I am unalterably opposed to any change that would put a greater burden upon business and manufacturing or tend to prevent new enterprises from coming to Texas. I think that the greatest service I could render to my fellow citizens would be to encourage the development of business in every way by wise and adequate laws.

I am anxious to avoid a runoff primary, but in order to do this I must receive more votes than both my opponents combined. I therefore earnestly request that you vote for me and that you use your influence to induce your friends and acquaintances to do likewise.

If there are any questions you care to discuss with me, I shall be glad to see you at my office in the Mercantile Building. My phone is 2-5697.

Very respectfully,

Chas. S. McCombs

Candidate for Re-Election

State Representative

Place No. 1, Dallas County

(Political Advertisement)

Saving The Black Land Belt

(Continued from page 5)

feed and pastures and who have the necessary facilities such as feed lots, water, etc., to handle the stock in a business-like way. They hope and believe that the needs of each community can and will be supplied by local financial institutions, but in case this proves not to be the case, a finance corporation will be organized to tap the financial reservoirs of the Federal Intermediate Credit Bank and other Federal agencies.

This committee of the Dallas Chamber believes that one of the chief limiting factors to getting the sound recommendations of the A. & M. College Extension Department put into more general practice has been the lack of adequate finances to assist worthy farmers to purchase good feeder stock through which to market their feed crops. Therefore, they authorize the announcement that any worthy farmer in the Black Land belt can proceed to grow feed on his drowned cotton acreage, which seems to offer a very great hazard to replant to cotton this late, and be assured that he will have adequate financial and competent technical and practical counsel and assistance in the purchase, handling and selling of feeder stock to convert his feed into the most profitable forms of livestock products, whether they be beef, mutton, pork, dairy or poultry products.

It is confidently believed that this work will give great impetus to the work of the Extension Service, the Agricultural Press and all other agencies that have been working along these lines for so long but with a measure of success that has fallen far short of what the merits of the efforts seem to justify.

IDLE THOUGHTS OF A MOTORIST

Today as I went around a truck loaded with telephone poles I noticed that it was flying a red flag inscribed with the legend, "Danger!" What could be dangerous, I wondered, about telephone poles? And then I remembered that when the poles were erected, wires would be strung on them, and at the ends of the wires would be telephones. Still, telephones are not dangerous. And then I remembered that where the opposite ends of the wires converged there would be a telephone operator, and I stepped on the accelerator. I once knew a telephone operator.—R. P. M.

Helen: "I don't see why he dates her—she's a terrible dancer."

Mary: "No, she can't dance but she sure can intermission."—Blue and Gray.

Extending Our Airlines

(Continued from page 6)

cent. It is anticipated that 1930 will produce at least 50,000 passengers.

During 1929 new airplanes were received by W. A. E. at the rate of one every three weeks. Included were twelve 14-place tri-motored planes, three mail planes, two 6-passenger amphibians, one 6-passenger seaplane and one combination mail and passenger plane, a total of nineteen.

In airport construction, the most notable achievement of Western Air Express for the year was the building of a new airport on Valley Boulevard within twenty-five minutes' auto travel of the Los Angeles City Hall. This terminal, owned and operated exclusively by W. A. E., has been constructed at a cost of more than \$1,000,000. It has also established landing fields at Las Vegas, Nevada, Kingman and Holbrook, Arizona, and Albuquerque and aided in the improving of airport facilities at Salt Lake City, Denver, Kansas City, Wichita, Amarillo and Agua Caliente.

Routes operated by the company are:

Los Angeles-Salt Lake City, 600 miles, 6 hours.

Cheyenne-Pueblo, 200 miles, 2 hours.

Los Angeles-San Francisco, 365 miles, 3 hours.

Los Angeles-Catalina, 45 miles, 35 minutes.

Los Angeles-Agua Caliente, 120 miles, 1 hour.

Los Angeles-Kansas City, 1,439 miles, 13 hours.

Los Angeles-Dallas, Texas, 1,383 miles, 14 hours.

Amarillo, Texas-Dallas, 315 miles, 3 hours 35 minutes.

Amarillo-Tulsa, 330 miles, 3 hours 5 minutes.

Those of affiliated companies are:

West Coast Air Transport—Seattle to Oakland, 702 miles, 8 hours 30 minutes.

Mid-Continent Air Express—Denver to Amarillo, 375 miles, 4 hours 20 minutes.

Denver to El Paso, 626 miles, 7 hours 15 minutes.

Texas has 8,000,000 wild pecan trees with an annual crop of 40,000,000 pounds or 75 per cent of the total produced in the United States. Topping and budding of wild trees would increase the value of the Texas crop to \$200,000,000, according to Congressman Buchanan of the Austin district.

Of the 1929 cotton crop totaling 14,821,499 bales, Texas produced 3,940,000—more than 2,000,000 bales ahead of the next state, Mississippi, with 1,915,000 bales.

Getting Ready

(Continued from page 7)

its western branch the Irving Pike west of the district, and by its northern branch with State Highway No. 114 (the main Northwest Highway) near Bachman's Dam. This will be a class A street from the Junction of the northern and western branches, which will be Class B, to its southern terminus. Being 126 feet in width, traffic experts contend that it will serve adequately the city's needs for an indefinite number of years.

The industrial boulevard will be the main interceptor and distributor of traffic from one end of the reclamation district to the other, and will in addition make a short and convenient cut-off route for through traffic moving from the northwest toward the southern parts of the state and vice versa.

City planning leaders believe Commerce Street will form an avenue for the westward extension of the main business district. They regard it as probable that Commerce Street, eventually, will be a solid business street from the State Fair Grounds to Cement City, where it now terminates at the extension of Hampton Road.

The Lamar Street arterial is regarded by engineers as being of extreme importance inasmuch as it will intercept and divert from Commerce Street all of the heavy-load industrial traffic from the west, carrying it into the industrial section of the present city by means of Lamar Street and McKinney Avenue. By this routing, heavy traffic can be kept separated from the lighter, faster-moving traffic which can use Commerce Street and the lower crossings and the Orange-Cedar Springs route.

The highway network is being built for the future. The traffic situation here at the moment, to say the least, is a very difficult one. By providing these outlets in the reclamation project the present business centers will be relieved materially. The highway concept is regarded as one of extreme importance by the reclamation district officials. They do not wish growing Dallas to be confronted with the problems which haunted Chicago, Detroit and New York. They believe an economy will be effected by looking into the future and visualizing the greater Dallas.

...

Stage Door Johnnie: "I took in the show last night."

"What did they have?"

"Educated fleas."

"How were they?"

"Fine—I took the leading lady home."

Literary Digest.

PRIMARY COLORS ARE SALES AGENTS

RED YELLOW BLUE



IT is color that attracts and wins attention. Life without it would be hard to bear. Advertising has suddenly learned the economy that comes with the free use of color. Everyone buys or does not buy with consideration for color. Advertising is economical when it accelerates business. The past five years have proven that color has been our

greatest selling factor. When you print, print in color and be sure to pick a printer that knows the "kind" of color. For more than nine years, the Southwest Printing Company has treated printing paper with color revealing true artistic appreciation.



Southwest Printing Co.

Cowan « Van Huss « Malone

DALLAS

Conveniently Located at 917 Camp Street

JUNE 1930

Page Nineteen

It Does Make A Difference Who Makes Our State Laws



GEORGE C. PURL

For eight years it has been my happy privilege to serve Dallas County in the House of Representatives.

I have been a member of the House from Dallas County since 1922.

I have served under four different Speakers of the House.

I have been a part of four administrations.

I am at this time the senior member of the Dallas delegation in point of continuous service since my election in 1922.

I have been a member of the 38th, 39th, 40th and 41st legislatures.

I am now the Chairman of the Committee on Insurance.

Have also served on important standing committees such as Banking, Insurance, Education Common Carriers, and Rules Committees.

It is an office of Honor and Service with little financial returns.

I have always stood for HONESTY AND EFFICIENCY IN GOVERNMENT and have taken a fearless stand on all governmental matters and have not hedged on any issue.

I enjoy the friendship, respect and confidence of members of both branches of the legislature.

I now feel that I merit promotion to the State Senate, for which I am a candidate.

I am thoroughly familiar with the rules and procedure and sincerely believe that I can represent the good people of Dallas County in the Senate with credit to my State and honor to my constituents.

I believe in fewer laws and better laws and would like to see more business in government and less government in business.

I believe in a better system of highways and have always stood for continual improvement in our Free Public Schools and Higher Institutions of Learning and pledge my best efforts to the end that Dallas County and the great State of Texas will go forward without any radical legislation.

I earnestly solicit the votes of the conservative and patriotic voters of Dallas County and will appreciate the active help of those who are familiar with my legislative achievements.

ELECTION
SATURDAY,
JULY 26

BE
SURE
TO VOTE

GEORGE C. PURL

Candidate for
STATE SENATOR
Dallas County
(Political Advertisement)

Campbell-Ewald Opens Advertising Branch Here

Concrete evidence of the part that Dallas and the Southwest are playing in the national industrial drama is indicated by the opening of an office in the Republic Bank Building by Campbell-Ewald Company, one of the largest advertising agencies in the country. The office is in charge of W. H. Birchfield, who for three years has acted as special representative for his firm in the Southwest.

"Many sections of the United States are industrially stagnant," Birchfield said. "In fact the disease of inactivity is causing a wave of national concern. Dallas and the Southwest are cognizant of this existing situation. Their wide-awake, dynamic spirit is evidencing itself in the projects which are being undertaken. A community which sponsors such programs as the Trinity River Reclamation and Trinity River Navigation projects is worthy of the highest praise. The leaders of the Southwest are filled with the same zeal which urged their forefathers to push covered wagons into this territory. Their spirit of endeavor is a heritage which they have derived from the romantic, spirited group which made Texas the great empire it is today."

In expressing his faith in the future of the Southwest, Birchfield pointed out that the officials of Campbell-Ewald worked out a projection program before deciding to come to Dallas. The projection program, according to Birchfield, is aimed to keep step with the industries developing in Texas within the next twenty-five years.

"We realize that we have set our sights for distance shooting, so to speak," continued Birchfield, "but the many major complex problems which we have dealt with in the past years have given our organization a projective frame of mind. We are here to grow with the Southwest. We believe firmly in its future. We cannot conceive of any section with greater possibilities than the Southwest. We intend to throw the accumulated years of study and research into the problems of this section and work as closely as possible with the many units striving to obtain for Dallas and the Southwest their rightful position in the realm of national affairs."

At present Campbell-Ewald is acting as public relations advisors to the Trinity River Reclamation project.

In speaking of the reclamation project, Birchfield declared that the trend of population was definitely toward the Southwest; that the congested centers of the East were faced with many major



She: "Those stunning new Goodyears certainly dress up your car."

He: "Yes, and we're all 'tired-up' for a summer of enjoyable driving."

It Costs No More To Buy
GOODYEARS And A Lot
Less To Ride On Them.

"SKINNIE and JIMMIE"

Store No. 1 Store No. 2
1800 Young St. 3805 Parry Ave.
7-3177 3-8115

Store No. 3
235 W. Jefferson
9-1118

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New in Dallas, but fifteen years of unquestionable reputation is the record of the National Finance Corporation throughout the entire United States. We offer you a copyrighted finance system guaranteed to increase collections and reduce collection expenses. Our connections with our other offices enable us to locate lost debtors. Ask us how we make suitable arrangements with debtors and finance your delinquent accounts. Telephone 2-8708 and let us explain our successful plan to you. No obligation of course.

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THE NATIONAL FINANCE
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Thomas Bldg., Dallas Phone 2-8708

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Phone 2-5708

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TYPEWRITER
& SUPPLY CO.

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Portable Typewriters
1519 Commerce St.



Clyde Peel

2-7589 Advertising Artist 2-0509

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YOUR PARTICULAR NEEDS.

SILK SCREEN PROCESS PRINTING

problems—many of them sociological in nature.

"On my recent visit to Detroit I was interested in the information compiled by an industrial engineer. This man had visited the Southwest, in company with the sales manager of his concern. They had charted a population graph, which disclosed that fifteen national concerns had revised their sales and distribution programs. These concerns foresee the possibilities of this section. They are not asleep at the switch. Spirited competition in the East is forcing industry to look for new outlets. The Southwest offers the most rapidly developing market and as a result is becoming the center of attention with major manufacturing units."

Among the national accounts handled by Campbell-Ewald are General Motors Radio, Chevrolet Motor Company, United States Tires, Buick Motor Company, Hyatt Roller Bearing Company, Olds Motor Works, Asheley-Dustin Steamship Lines, Burroughs Adding Machine, S. S. Kresge Stores, Western Air Express and White Star Steamship Lines.

The Campbell-Ewald organization encompasses, in addition to its headquarters staff, ten capably manned branches in the United States, Canada, Europe and Australia, and forty travelers covering domestic territories.

...

Staff Change

Mike R. Fewell, formerly general freight and passenger agent of the Texas Electric Railway, has been appointed manager of the aviation and manufacturers departments of the Dallas Chamber of Commerce. R. A. Laird, formerly manager of the aviation department, has accepted an appointment as assistant general manager of the Houston Chamber of Commerce.

...

VERY MUCH ALIVE

The census taker approached a little tumbled down shanty on the outskirts of Savannah and pushed his way through a bunch of little pickaninnies who were playing in front of the door. He knocked. The door was opened by a large lady of color. After the usual preliminary questions the statistics gatherer asked:

"What is your husband's occupation?"

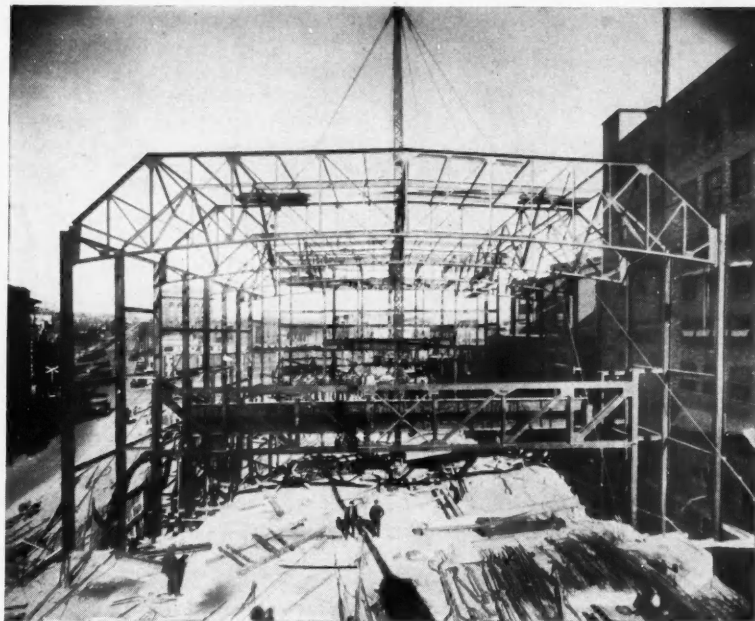
"He ain't got no occupashun—he's daid. He done passed away fo-teen yeahs ago, suh," replied the negress.

"Then who do all these little children belong to?"

"Dey's mine, suh."

"Why, I thought you said your husband was dead."

"He is, but ah ain't."—*Poor Tom's Almanac.*



Plaza Theatre, El Paso

The Plaza Theatre represents the latest in building design, construction and equipment, and stands as a monument to the foresight of the owners.

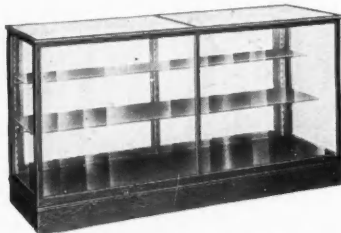
The Plaza Theatre, El Paso, although but one story, provides security for its patrons by being built of steel.

Steel is the material most suitable for the structural frames of buildings. Safety, economy, durability and flexibility are outstanding characteristics of steel.

"Before you build, know steel"

MASHER

Steel and Machinery Company
DALLAS



From Manufacturer direct to you—at a saving in price and freight

A modern factory, comparing favorably with any in the country devoted to the manufacture of

**Show Cases
and Store Fixtures**
For all lines of
Merchandise

ADLETA SHOW CASE & FIXTURE MFG. CO.

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Dallas, Texas

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NOISE!

Noise—the clatter of typewriters, adding machines and other mechanical devices; the shuffling of feet and the hum of dictators' voices grows in intensity in the average office because of hard reflecting surfaces of walls and ceilings.

Noise distraction breaks down nerve resistance, scatters attention that ought to be concentrated, increases blood pressure and is destructive to efficiency.

"Cut out the noise,"—promote healthful, soothing, restful working conditions in your office with

ACOUSTI-CELOTEX

S. W. NICHOLS COMPANY

P. O. BOX 1107 PHONE 3-2166

209-11 EXPOSITION AVENUE

DALLAS, TEXAS

SCHOOLAR, BIRD & McCULLOCH

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Corporations, Insurance, Machinery
and Real Estate Practice.

New Air Line

Something of real importance to Dallas and Fort Worth and all Texas in fact, as regards aviation, is the announcement by the Wedell-Williams Air Service of the extension of their passenger line to Fort Worth. They have been offering for the past several months excellent passenger and express service between New Orleans and Shreveport, and it was felt that the steady increase in business justified the purchase of additional equipment, and extension of the run to Fort Worth, thus linking by direct air service three of the South's principal cities.

The plan is to continue the present daily run from New Orleans, making regular stops at Baton Rouge and Alexandria, and to add the through service to Fort Worth, with Shreveport and Dallas as the only stops, except to discharge and receive Dallas-Fort Worth passengers at the other points mentioned. This would offer two planes daily each way between New Orleans and Shreveport, and one daily each way between New Orleans and Dallas-Fort Worth.

The new equipment for the through run consists of three seven-place Lockheed Vega cabin monoplanes, powered with Pratt & Whitney 420 H. P. motors, capable of a top speed of 180 miles per hour and with cruising speed of 155 miles. In addition to their speed, these planes offer every possible comfort. Individual upholstered leather chairs, arm rests, overhead reading light, ample leg room and unusual steadiness. In a test flight made over the route at cruising speed the time between Dallas and New Orleans was 3 hours and 16 minutes, which permits an easy schedule of four hours for the run, and will make this the fastest daily scheduled passenger run in the United States. The fare of \$38.50 to Fort Worth is very low when time and meal saving is taken into consideration.

A plane-to-plane change at either Love Field, Dallas or Meacham Field, Fort Worth, offer connection with S.A.F.E.-WAY for Wichita Falls, Oklahoma City and Tulsa, making it possible to leave New Orleans or Tulsa in the morning and arrive destination before six o'clock.

■ ■ ■

The largest post office in the United States not on a railroad is in Texas. Canton, county seat of Van Zandt County, carries that distinction with annual receipts of \$7,000, double daily mail service from Edgewood ten miles away and five rural mail routes.

■ ■ ■

Texas' export business amounts to more than \$700,000,000 annually.

DALLAS

"Ask Any Man that Knows Him"



JOHN H. CULLOM

The Average Business and Professional Man

PAYS too little attention to the selection of public officials.

He dislikes to mix in politics, and seldom attends a political gathering. His mind is on his business or club or golf course or other interests, and he is willing to "let George do it" when it comes to affairs political.

This is wrong. The business and professional man should remember that the selection of competent and efficient city, county and state officials has an important bearing on the welfare and prosperity of the country. Incompetent public officials waste the finances and clutter up the records of the county or city, and bring reproach on the good name of the commonwealth.

Dallas County has found in John H. Cullom a competent, honest and worthy public official. As District Clerk and as Tax Collector, he has measured up to the highest ideals of efficiency. He has a trained and courteous office force, who are giving the county the maximum of service.

Mr. Cullom is asking for re-election strictly upon his record and merits. He grew to manhood in Dallas County, and has always taken an active interest in public affairs. He is a worthy official who deserves re-election.

Mr. Cullom's slogan is

"Ask Any Man that Knows Him"

(Political Advertisement)

Dallas Gains in Population

Dallas has moved upward several cities in its population range according to figures recently released by the Census Bureau. Twenty cities with population more than 100,000 have not yet reported. Dallas stands nineteenth among those reported and even if all of the twenty yet to be heard from should surpass Dallas the gain would be from forty-second to thirty-ninth place.

It is probable, however, that not more than ten of those to report will pass Dallas. In this event the city's rank will be twenty-ninth.

Cities of more than 100,000 population are:

City (1920 Rank)	1930 Pop.	Pct. Inc.
Cleveland, 5th	901,482	13.1
Baltimore, 8th	789,921	7.6
Pittsburgh, 9th	644,795	87.5
San Francisco, 12th	625,974	23.5
Buffalo, 11th	572,913	13.0
Milwaukee, 13th	568,962	24.4
Washington, 14th	485,716	11.0
Minneapolis, 18th	462,611	21.5
Cincinnati, 16th	447,650	11.5
Newark, 15th	439,506	6.0
Indianapolis, 21st	362,527	15.3
Seattle, 20th	362,426	14.8
Atlanta, 33rd	347,991	73.4
Rochester, 23rd	325,019	9.9
Jersey City, 22nd	319,914	6.4
Portland, 24th	299,122	15.8
Houston, 45th	290,811	110.3
Oakland, 31st	284,213	31.4
Dallas, 42d	260,397	63.8
Birmingham, 36th	257,657	44.1
Akron, 32d	256,353	22.9
San Antonio, 41st	254,562	57.7
Memphis, 40th	252,049	55.2
Providence, 27th	250,388	5.3
Syracuse, 37th	207,007	20.5
Dayton, 43d	199,683	24.9
Worcester, 35th	196,395	9.2
Oklahoma City, 80th	182,845	100.3
Grand Rapids, 48th	168,234	22.3
Youngstown, 59th	167,224	26.1
Fort Worth, 65th	160,892	51.2
New Haven, 39th	162,650	0.7
Hartford, 46th	161,372	16.8
Springfield, 51st	149,638	15.5
San Diego, 93d	147,897	88.4
Bridgeton, 44th	147,206	2.5
Nashville, 56th	147,045	24.2
Scranton, 47th	143,428	4.1
Long Beach, 128th	141,390	154.3
Tulsa, 97th	140,531	94.9
Salt Lake City, 57th	140,058	18.6
Paterson, 49th	138,267	1.7
Yonkers, 68th	138,123	34.8
Jacksonville, 78th	129,682	41.6
Norfolk, 59th	127,808	10.3
Trenton, 55th	122,610	2.8
Chattanooga, 123d	119,539	106.4
Camden, 58th	117,172	7
Spokane, 66th	115,514	10.6
Fort Wayne, 83d	115,121	33.1
San Juan (Porto Rico)	114,585	60.3
Fall River, 54th	114,348	*5.3
New Bedford, 53d	112,804	*6.9
Reading, 64th	110,289	1.3
Miami, 255th	110,025	272.1
Tacoma, 71st	106,372	9.7
Peoria, 91st	105,155	38.1
Wilmington, 62d	104,941	*4.7
Knoxville, 88th	104,898	25.8
South Bend, 100th	103,964	46.0
Somerville, 76th	103,604	11.3
Utica, 74th	102,633	9.0
Lynn, 69th	102,293	3.1
El Paso, 89th	101,975	31.5
Tampa, 137th	100,910	95.5
Lowell, 61st	100,050	*11.3

*Decrease.

Mistress: "You will have a very easy time here—we have no children."

Mandy: "Don't restrict yo'self on ma account, ma'am, bekase I'se very fond of children, I is."—Blue and Gray.

HARRY BENNETT
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Have you ever noticed how the
advertising stays in DALLAS.
There is only one good reason for
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to fit the needs of every business. We
build to your specifications — FIRE-
PROOF metal warehouses, filling sta-
tions, cold drink stands or any type
building desired.

ATLAS METAL WORKS
Dallas, Texas

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for

PHONE

7-1220

310 NORTH AKARD

A Chamber of Commerce

The following definitions of a Chamber of Commerce appeared in the monthly bulletin of the Dayton Chamber of Commerce:

The Chamber of Commerce is the voice of the city.

It reflects the Ideals of the Community. It expresses the Aspirations of the People.

It gives direction to the Aims of the Citizenship.

It combines the efforts of those who think in terms of Helpfulness.

It reduces Unorganized Elements to an Organized Unit.

It Speaks in Defense of the Good Name of the City.

It Defends the City against the Traducer. It is the Spotlight that Reveals Activities that are Worthwhile.

It pleads in Behalf of the Voiceless. It is the Center of Worthwhile Enterprise.

It is the Magnet that Draws the Outside World to your Midst.

It is the Clearing House of Civic Pride. It is the Power House of Progress.

It is a Composite Picture of a City as its Citizenship would have it.

Texas is among the leading ten salt-producing states in the Union. Nearly all the production is from Grand Saline and Palestine.

Of the hundred largest cities in the United States (Census of 1920) Texas has five—San Antonio, Dallas, Houston, Fort Worth and El Paso.

From 1922 to 1929 inclusive Texas increased its electrical output nearly 310 per cent. Between 1927 and 1929 the increase was 53 per cent or in round numbers 962 million kilowatt hours.

Texas is drained by 3,680 rivers, bayous and creeks, including only creeks of sufficient importance to carry a name. The runoff into the Gulf of Mexico is estimated at 33,000,000 acre-feet annually. Mileage of the 3,680 streams is estimated by the State Board of Water Engineers at 125,000 miles.

From July 16, 1929—date of the new gasoline tax law going into effect—to May 1, 1930, the State of Texas collected \$20,819,388.23 in gasoline taxes. One fourth of it went into the available school fund and the remainder into the highway fund.



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and will work 24 hours every day.
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Will work nights, Sundays, and holidays.
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Rubber Stamps



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DALLAS

Texas Press Clipping Bureau

Insurance Bldg. Established 1910
DALLAS, TEXAS

Every Business Man reads the newspapers with mind alert for any information that may affect, directly or indirectly, his own problems.

Occasionally he comes across something of real advantage. If he should read all the newspapers in his territory, of course he would encounter many more such items; but this would be impossible.

Let us send you what you are interested in from Texas papers—we read them all, big and little.

CLIPPINGS
REPORTS

Great Aviation Development In Ten Years

Forecasting a network of air transport lines over land and sea and 1,000,000 private plane owners within the next 15 years, Charles Coolidge Parkin, manager of the Curtis Publishing Company's research division, gives an insight into a probable development of the aviation industry.

The forecast, however, is contingent upon many factors, among which are the need for mechanical improvements, reduction in prices of planes and costs of flying instruction, support from federal and local governments and educational advertising.

The survey of the nation was completed by Parkin in a tri-motored plane in which he covered 20,387 miles and had interviews with the aviation industry's leaders besides a questionnaire sent to plane owners. Parkin is a recognized authority on business forecasts, as he accurately predicted the present state of development of the automotive industry in 1914.

Parkin scouts the theory that there is a close correlation between the automobile industry and aviation. "Much confusion has come about," he said, "through believing that the aviation industry in all essential respects closely parallels the automobile industry. It is true that in many sales and advertising problems there is a close analogy between the two industries; on the other hand, in creation of markets and in methods of early financing, the industries present marked contrasts."

He predicts that within 15 years there will be only 20 makes of planes, which will account for more than 90 per cent of the total production, within 10 years. These will be produced by only 10 companies, he said.

In 1914, Parkin said that of the 130 manufacturers of motor cars, there would eventually be a reduction to 30 or 40. Last year just confirmed that statement, as 29 makes of cars constituted 98 per cent of sales.

"There must be a heavy investment in airports, which are to the plane what good roads are to the car," he said. "There must be also lighted airways, schools for instruction, high priced personnel—all of which are not needed in the automotive industry."

Three factors will be as important to the aviation industry as they were to the automobile industry, he says. They are style, seasonal buying and the women's influence. Both industries are seasonal, he pointed out, and makers of planes will be forced to gauge demand accurately in advance and must be prepared to deliver new designs in time for the seasons.

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HESSE ENVELOPE COMPANY of TEXAS
DALLAS



Deal with
a member of the
National Tent and Awning
Manufacturers' Association
and you
will be sure of your
satisfaction

Lazy DAYS . . .

Sunday afternoon this summer . . . cool in the shade of an ample awning. . . But there is more than comfort in our awnings. + + You recognize their beauty . . . their sturdy construction . . . true quality . . . at no premium.

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OF AMERICA

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(INCORPORATED)

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Whatever the occasion

A Birthday An Anniversary
A Christening Condolences
A Confirmation An Apology
A Wedding A Thank-you
A Graduation A Going-away
 Congratulations

Flowers are the appreciated and the appropriate gift.

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107 Construction

Industries Bldg.

Radio Talks on Foreign Trade Started Over W. R. R.

The following are two of a series of radio talks being made each Thursday night over WRR by Sherwood Avery, District Manager of the Department of Commerce at Dallas:

The Dallas Office of the Bureau of Foreign and Domestic Commerce wishes to call to your attention the stupendous volume of Uncle Sam's foreign trade. Just about how much do you suppose the United States sold abroad during last year—1929? Would you guess 1 million, 10 million or 100 million dollars for the year. Do I hear a higher bid? Somebody bids ten times that much! That is a billion isn't it? Well, multiply that by 5 and then add 241 million and you have nearly enough. That would be 5 billion and 241 million dollars worth of Yankee merchandise that we sold and shipped abroad last year. You couldn't count that much in your whole life if you counted a dollar every second—60 seconds to the minute and worked 24 hours every day as long as you lived, if you lived to be a hundred years old. To give a better idea of our foreign sales, we might say that American goods sold abroad last year averaged quite a bit more than 14 million dollars a day for the whole 365 days. Now, how is that for a bed-time story to put the kids to sleep?

And now, although our imports (or what we purchased abroad) were heavy, the excess of exports over imports amounted to 841 million dollars. Since we hear so much of our exports—such as our cotton, petroleum, lumber, sulphur, flour and thousands of other items—let us say something of our imports or what be buy from other countries.

Foreign trade is a two-way business. It is an exchange of merchandise, money and services. The export business enables us to buy abroad and therefore contributes to our comfort and convenience in many ways. The American standard of living is so high as to make our foreign trade absolutely essential.

Beginning with the radio set which you are using, several foreign countries contributed to its manufacture. The vacuum tube contains imported materials from China and Australia and Brazil. The kyrolite comes from Greenland, the platinum from the Ural mountains. The mica, rubber and shellac used for insulation are imported as well as the silk on the cords which connect the instrument with the electric socket. No doubt the

mahogany of which your radio is made came from Latin America.

Your silk shirt, dress or tie comes from Japan or China; Ireland or Canada probably furnishes you linen; and your rubber garters come from Brazil or Sumatra. Coffee from Brazil, tea from the Far East, sugar from Cuba, spices from India, bananas from Honduras. Your telephone is partly made of imported platinum, tin, nickel, rubber, mica, carbon, flax and silk. The cork on your pen comes from Sapin, the lead in your pencil is made of graphite from abroad. The film you see at the movies is partly made of camphor from Japan.

The roof of your house probably contains tin from the East Indies, asbestos from Canada or tar from Trinidad. The paint on it probably has coloring in it from abroad. Your floors have probably been varnished or waxed with tropical gums and shellacs and your electric lighting is made possible through the use of insulated materials of imported gums, rubber and mica. The filament is made of tungsten from a distant land. Your cooking utensils are made of metal alloys made from imported tin and the floors are covered with linoleum of jute from India, cork from Iberia, linseed oil from Argentina and gum from the Indies.

The story could be continued indefinitely, but from these facts it might be obvious that our convenience and comfort are largely dependent on the exchange of products of our country for the thousands of items imported from every corner of the globe.

The vagaries of foreign trade hold an ever increasing interest for American people and Texas is now playing an important part in the development of this trade. The eyes of the nation are now focused on the industrial expansion of the State, and Texas, already a close second to New York in exports, is diversifying her industries in fields and factories to become the leading member among winners.

The Bureau office, located in the Dallas Chamber of Commerce Building, is maintained for the purpose of promoting the sale of American goods across foreign counters and, further, to assist merchandizing establishments in our domestic or home trade.

Let's all work harder this year!

The Dallas District Office is maintained for the purpose of assisting you

**Business Men Approve
Business Administrations
in Public Office**

HAL HOOD
Sheriff of Dallas County
**Candidate For
2nd Term**



**Operates the Sheriff's Office in a
Business-like Manner**

He turned back \$6,000 in fees to
Dallas County Tax Payers.
He has never been sued for grocery
bills.
He has handled more civil business
than any Sheriff in the history
of Dallas County.

VOTE
For A Successful Sheriff
(Political Advertisement)

in promoting the sale of your goods in
foreign markets; further to assist mer-
chandising establishments in the home
trade.

Our fiscal year begins July 1. Hot
summer time when most people take
their vacation. How about working with
us now and "start something" before
you leave for the snow line or sea level?

Hot summer time, but you will find
us keeping the usual business office hours.
Our attitude toward this work is that
we have the information you need. It's
already paid for; it costs you nothing ex-
cept the effort to put it to work. Very
likely our services are being used by your
successful competitor. Pay us a visit and
let's see if the Bureau hasn't already
worked out your problem.

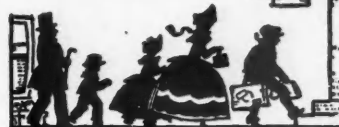
Is your business going strong? Getting
all the money heaped up in one pile?
Fine; the time for an exporter to expand
his business is when he is able to make
future plans, increase production and has
the initial outlay necessary to introduce
his goods in a new market. Building up a
trade in a foreign field is sometimes slow
and tedious; if you wait until you need
new trade to keep production up to
capacity you might fail to time it right.

Another idea: while you are all fagged
out from summer heat in North Texas,
your potential customers below the equa-
tor are all pepped up in their winter's
business. When your fall and winter
sport goods, refrigerating machinery,
woolens and other seasonal items find no
markets in the United States, they are
in demand in South America, Australia
and South Africa. And while you are
filling local orders for straw hats and bot-
tled drinks in June, how about making
agency connections in Southern climes for
next October and November deliv-
ery?

Are you a grocer? Making money or
just wondering about it? Here is a study
showing that you are making money on
one item and losing it on another. How
are your profits and turnover by com-
modity groups? Are your operating ex-
penses about 10 per cent of your net
sales? Do "selling" and "delivery" items
constitute as much as 40 per cent of your
total expenses? Would you be willing
to make a study of a report made on this
subject by a grocers' association?

Some of you are interested in *credit
extension*. The Department of Commerce
and the National Retail Credit Associa-
tion have made a detailed survey of re-
tail credit. Part I is now available; Part
II is in the press and Part III is com-
piled. No matter whether your business
is a department store, furniture, dry
goods, or shoe store, you will doubtless
be interested in these studies. Write us
for a copy. Come to see us if possible.

**Going East
This Summer?**



ASBURY PARK, NEW JERSEY

—America's finest Seashore Resort,
50 miles from New York, is
where you *validate* your ticket.

—You will find there a delightful
Inn of unusual charm and friend-
ly hospitality.

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OLD SAWS WITH NEW TEETH

See Number Three

**Print in haste,
and reprint at leisure.**

—Old Proverb (reworded)

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Dallas Transfer & Terminal Warehouse Co.

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DALLAS

WITH resources enough to match every borrowing need of Southwestern industry and commerce.

Yet welcoming the small depositor and serving his interests with a friendliness that puts his contacts here on a warm, human basis.

First National Bank in Dallas

**Capital, Surplus,
Undivided Profits \$15,000,000**

(A Merger of the American Exchange and City National Banks)

Would it help you in planning your sales or advertising campaign to know the population, income tax returns, savings deposits, postal receipts, automobile and truck registrations, telephone and electric customers, retail and wholesale outlets, farm tenancy, etc., in the sections by counties where you expect to sell? If so, consult our "Market Data Handbook."

"Statistics are the lowest form of literature." Well, they do help to get at the bottom of things. Business executives are using statistical data more and more. Past citations point the future course.

The Bureau of Commerce (U. S. Department of Commerce) has a practical tie-in with business men and many of its studies are pieces of coordinated work done with your own trade associations. The Bureau merely wishes to place before you certain facts and material data which other business men are using in the orderly development of their trade.

The Dallas District Office of the Bureau, located in the local Chamber of Commerce Building, invites your inquiries and your cooperation. Let's work harder this year. July 1 is a better time for resolutions than New Year.

...

Send Students to A. & M.

Five Dallas County boys or girls will be sent to the Farmers' Short Course, Agricultural and Mechanical College, in July by the Junior Chamber of Commerce. This is in co-operation with the extension service of A. & M. College, through the County agents here.

INDEX NUMBERS COST OF BUILDING CONSTRUCTION 1913 COSTS EQUAL 100 MAY, 1930

	Texas	Other States
Frame - - - - -	192.0	203.1
Brick, Wood Frame -	199.0	214.4
Brick, Steel Frame -	189.0	196.8
Reinforced Concrete	186.0	202.0
All Construction -	191.5	204.0

Figures by American Appraisal Co.

Texas automobile registration fees in 1929 totaled \$20,418,696—exceeded by only three other states.

...

Harris with 91,192 automobile registrations has more automobiles than any other county in Texas. Kenedy with 107 has the fewest.

DALLAS

Water Enough for a Million

YEAR by year Dallas becomes more thirsty. Not only does the individual citizen drink more, bathe more and water the lawn oftener, but more outsiders move to the city to help him do it. Each morning every resident of Dallas—after making his morning salutation to his alarm clock—demands seventy gallons of water as his true and just share of the daily supply. And so insistent has he become that it keeps the water department on its toes to have him satisfied.

In the course of a year, Dallas consumes enough water to drain every drop out of White Rock Lake. This is the consumption of the residents and smaller business concerns only. Most of the larger industrial plants, the hotels and the office buildings have their own wells.

In 1886 the Turtle Creek Reservoir was built. It held 130 million gallons of water and in its day looked like an inland sea. Under present conditions it would last about eight days as a supply for Dallas. Three years later a 220-million-gallon reservoir was built at Record Crossing. In 1903, Bachman's Reservoir added 650 million gallons to the supply. White Rock, built in 1911, was designed to settle the water question for all time. This beautiful lake has a storage capacity of six million gallons—six times the capacity of the reservoirs existing at the time of its completion. The following year witnessed two more additions—168 million gallons at California Crossing and 440 million gallons at the Carrollton Dam.

The Dallas water supply of 1925 comprised 7,608,000,000 gallons of water in reservoirs and thirty artesian wells, of which four are in use at the present time.

An unlimited supply of water underlies Dallas in four stratas. The woodbine, at 700 to 900 feet, gives a good drinking water, but as it scales in boilers, it is not very good for industrial purposes. This is the strata that supplies many of the hotels with drinking water. At 1650 feet is found the Paluxy strata, which is very good for drinking purposes, but only fair for industrial uses. The Glenrose strata at 2,200 feet produces a mineral water known as Gill Well water. Great care is taken to keep this water out of both the industrial and

drinking supply. The best water is found at a depth of 2,750 feet in the Trinity sands. This water is excellent for drinking and well suited for industrial uses. The city has thirteen such wells, Highland Park three, and University Park two. Within the city of Dallas only the Trinity sands wells in Oak Cliff are being used. Several large industries have Trinity-sands wells.

The main pumping plant of the city is located at Turtle Creek, at the west end of Oak Lawn Avenue. Its maximum daily capacity is 40,000,000 gallons. The filtration plant which is a part of this unit, is limited to 15,000,000 gallons daily. This station, which draws its water from the Turtle Creek Reservoir, supplies all Dallas except Oak Cliff.

There is a pumping plant at the west end of the Oak Cliff Viaduct and another in Marsalis Park. The former has a maximum daily capacity of six million gallons and the latter, one and three-quarter million gallons. Oak Cliff obtains its water from four artesian wells. One of these is a free-flowing well, providing 300,000 gallons a day.

The pumping station and filtration plant at White Rock Lake are used only for emergencies. The daily capacity is 20,000,000 gallons. Highland Park is supplied by three wells, two located on Lakeside Drive and the other on the grounds of the Dallas Country Club. University Park gets its water from the Southern Methodist University well and a Trinity-sands well.

In metropolitan Dallas there are seven municipal pumping stations, providing water from nine wells, and six water reservoirs.

But Dallas grows. What was abundant yesterday is but enough today and insufficient tomorrow. Since Dallas was a tiny village it knew it had a destiny. It built for the future, but no one could foresee the rapid rate at which Dallas would overtake this future. The city determined to possess a supply that would take care of a million people and assure itself that there would be enough water impounded for a million more.

On July 13, 1923, the engineering firm of Nagle & Thompson was employed by the city to select a reservoir site and, after a thorough investigation,

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More truth than poetry in that. The only legitimate method to reduce prices is to cut costs. It takes experience, equipment and ability to do that. The printer who cuts prices "to the bone" without effecting legitimate savings in costs, has to "cut corners" somewhere.

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Texas Publication House, Inc.

PRINTING INTERESTS OF R. C. DYER & COMPANY ACQUIRED APRIL, 1930

2500 McKinney Avenue at Fairmount
DALLAS

a site was chosen near the town of Garza in Denton County. Thirteen months later the contract for the construction of the dam was let to the W. E. Callahan Construction Company, and operations officially started on October 4, 1924.

The maximum length of the resultant reservoir is twelve miles and the maximum width is two and one-half miles. In places a boat could sink sixty-five feet before touching the bottom. All the capital ships of the American Navy could float on its surface. The main dam is 11,000 feet long (more than two miles), and two million feet of cubic earth were used in its construction. From the river bed the dam rises to a height of eighty feet; it is 533 feet wide at the base and a thirty foot highway will be built along the top.

The lake has a sixty-five mile shore line, and enough water to cover the incorporated limits of Dallas to a depth of twelve feet. If its 63,000,000,000 gallons were apportioned equally, they would supply one glass of water to every man, woman and child in the world every day for nineteen months.

Water stored in Lake Dallas is released as needed to fill the string of reservoirs which feed the city. The water flows down the Trinity River, finally reaching the Turtle Creek Reservoir, where a greatly enlarged filtration plant and pumping station forces the water into the arteries of a daily greater city.

Thus has Dallas been assured that its future industrial family will be well provided with Nature's favorite fluid, and that, no matter how fast the winged stork and steaming trains may bring new citizens, Dallas can provide them with the greatest asset of a growing city—good water and plenty of it.

■ ■ ■

Directors Election

Eleven new directors will be elected to the Junior Chamber of Commerce control body by the election now in process. The votes will be counted June 21.

Members nominated and now being considered in a secret mail ballot are: Robert L. Akins, Geo. A. Brewer, Jr., Henry Dorsey, W. A. Easter, Myron Everts, Leslie Hauger, Archie Hunter, Don Kilgore, Dr. Donald Kilgore, W. Frank Lloyd, Harry Merrill, R. D. Rice, Dr. C. B. Sacher, Maxie Scott, C. D. Watts, Robert Webb and L. G. Williams.

Of these Brewer, Dorsey, Easter, Hauger, Hunter and Merrill are up for reelection. Retiring directors are Tom McAfee, Thos. F. Nash, Dr. Henry L. Rice, J. H. Newett and Theo. E. Jones.

DALLAS

He Closed a sale for 10 carloads of flour by Telephone



THE sales manager of a Columbus, Ohio, flour company placed a telephone call to a customer in Roanoke, Virginia. In less than four minutes he sold ten carloads of flour valued at \$17,500. Cost of call, \$2.10. In one month the telephone expenditure for the company was \$65 and brought in orders for approximately \$300,000 worth of flour.

Telephone calls between distant cities are increasing sales for all types of concerns. A coal wholesaler of Abilene, Kansas, sells 90% of his tonnage by telephone, and increases his sales each year. During the spring storage-taking period, he reaches out by telephone and sells

from twenty to one hundred carloads of coal a day.

Business by telephone is the growing economy today. A Decker, Indiana, fruit company distributes 80% of its volume by telephone. An oil company of New York, Pennsylvania and Ohio does 95% of its annual business—\$3,000,000—over the telephone.

What percentage could you add to your business by telephone contacts? Ask the Bell Business Office to help you survey your needs. You may be overlooking telephone opportunities for increased business. Southwestern Bell Telephone Company.



DOWN THRU THE AGES»» MAN AND FIRE

The muffled tones of the tom-toms reverberated through the woods and hills as the fire worshipers assembled to pay homage to their God---"Fire."

It is very easy to see why primitive man worshiped at the shrine of Fire---because Fire meant warmth, protection and life itself for him and his family.

Down through the ages man has bent his every effort to harness Fire so that it would bring more comforts and conveniences.

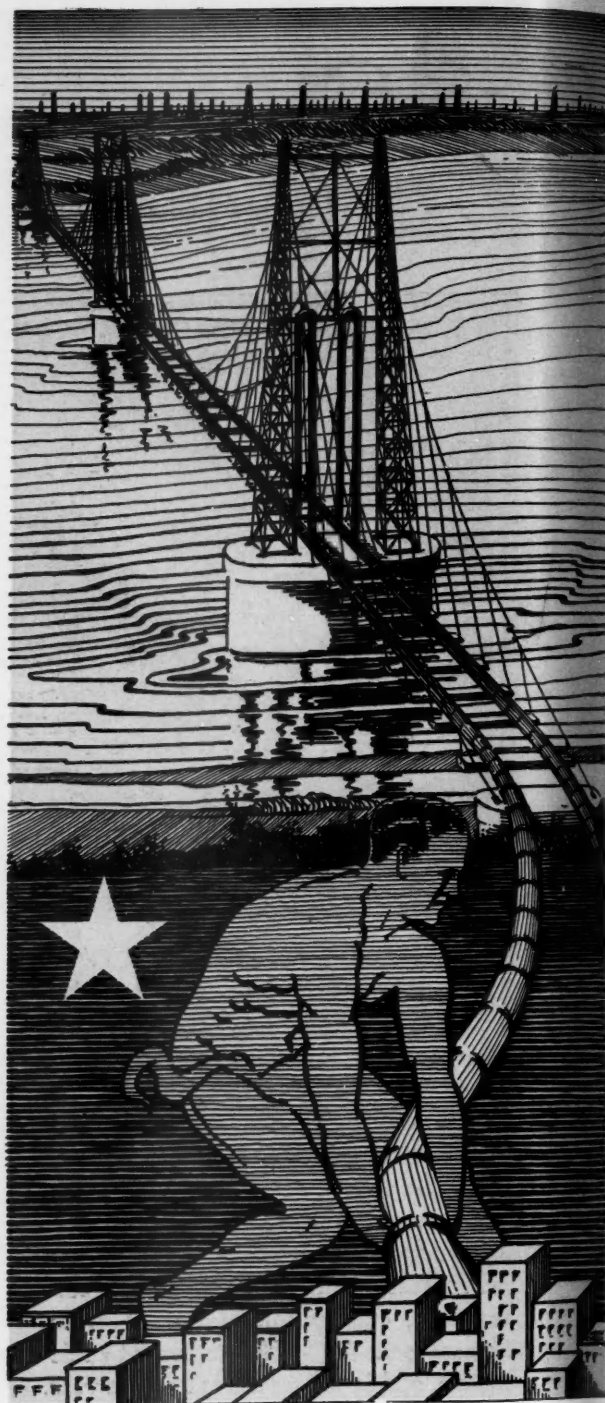
* * * * *

Today we take our conveniences for granted and never think about the giant organizations that contribute so much to our every-day lives.

Back of the blue blaze of your gas stove are millions of dollars, thousands of field men, countless miles of gas mains, corps of engineers and keen, far sighted executives who are anticipating your gas requirements of the future.

The Lone Star Gas Company has done a real job in harnessing fire for Dallas and the Southwest. Last winter they proved without a question of a doubt how well they had worked and planned.

By their efforts---when the thermometer goes down, the gas pressure goes up.



An artist's conception of the Lone Star Gas Company's gas line suspension bridge across the Red River near Byers.

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